C2710-1

$1.25 a copy; $55 a year

Monday, October 7, 1985

Advertising Age®

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Celebration time

"You've got every reason to celebrate!" proclaim test-market ads for Anheuser-Busch's Baybry's Champagne Cooler, but production staffers at magazines in which A-B plans to run the copy-intrusive ads may disagree. The celebration, which includes tv and radio, as well as print, begins next month. *(See story on Page 3.)*

Stage set for agency reviews at P&G-Vicks

By NANCY GIGES

Procter & Gamble is expected to play musical chairs with the agencies of soon-to-be acquired Richardson-Vicks, despite its more relaxed stance recently on agency conflicts.

Especially vulnerable are the $40 million R-V assignments at Young & Rubicam, which dropped P&G two years ago to handle a more flexible advertiser, Colgate-Palmolive. Less clear is how P&G will deal with smaller agencies that handle some of R-V's business.

The fast action may also put P&G once again in the leading advertiser slot, a position being contested by R.J. Reynolds Industries with its new Nabisco subsidiary and Philip Morris Inc. with General Foods as its partner. Within a few short months, these three companies have emerged as $1 billion advertisers, the first time any company has topped that figure annually in this country.

Ironically, the Y&R-P&G split related in part to Y&R's handling of Oil of Olay beauty soap, an R-V

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Billionaires

It looked for a while there as if the flurry of megamergers would knock Procter & Gamble from atop Advertising Age's list of 100 Leading National Advertisers.

Now, with P&G itself jumping into the merger business, there will be no less than three giants vying for the top spot in 1985—all with combined ad budgets exceeding $1 billion.

Here's the lineup, based on Advertising Age estimates:

Procter & Gamble ($872 million)
+Richardson-Vicks ($163.5 million)=$1,035.5

Philip Morris Inc. ($570.4 million)
+General Foods ($450 million)=$1,020.4

R.J. Reynolds ($678.2 million)
+Nabisco Brands ($335 million)=$1,013.2

BK embroiled in ad-plan review

By BRIAN MORAN

Burger King Corp. chairman J. Jeffrey Campbell, dissatisfied with "marginal" sales gains from recent ad campaigns and facing a crisis of confidence among his franchisees, says the chain will make radical changes in its marketing strategy this fall.

The Burger King chief said he senses consumer "boredom" with more than three years of hard-edged, comparative strikes against McDonald's Corp., and that the company will attempt to forge its own identity as a quality-driven chain in future advertising.

His displeasure was registered during an interview last week that followed a shakeup in Miami-based Burger King's marketing staff. The changes saw exec-vp marketing Donald Dempsey reassigned to an operations training program (AA, Sept. 30). Mr. Campbell

(Continued on Page 92)

Advertiser, affiliate objections growing

NBC, ABC take 15s

By VERNE GAY

New York—NBC-TV and ABC-TV will begin accepting stand-alone 15-second commercials throughout their schedules by January, even though the NBC affiliate board has threatened to boycott the unit, and major advertisers, including Procter & Gamble, have expressed displeasure with the 15 to the nets.

NBC-TV Network president Pier Mapes told Advertising Age that NBC soon "will go to [selling] 15s in newsbreaks only as a practical matter." He added that the supply of 10-second commercials for those breaks is drying up.

CBS was the first network to accept the 15 in news and sports breaks (AA, Aug. 12, 19), and then rolled the unit into about 25% of its total inventory. ABC quickly started taking the 15s in newsbreaks. Now agency sources report NBC is telling advertisers it will soon begin accepting the unit. If NBC goes, most observers believe ABC will follow suit.

Mr. Mapes said, however, that NBC had "no immediate plans" to adopt the unit across its entire schedule. He said he wanted to see how many CBS affiliates preempt

(Continued on Page 90)

Last Minute News

Beiersdorf pulls plug on tv advertising

Norwalk, Conn.—Beiersdorf Inc. has decided to pull its $5 million-to-$7 million advertising budget for toiletries out of daytime network tv and channel its entire budget in women's magazines beginning this month, with a new campaign from agency Posey & Quest, Greenwich, Conn.

American Airlines eyes int'l ad streamlining

Dallas—American Airlines says it will consolidate its estimated $2 million international advertising account "in the near future," and is talking to several New York-based agencies. Presently, TBWA, New York, handles Germany and France, and Woodyer, Hudson & Chapman, London, handles the U.K. AA's domestic account is at Bozell & Jacobs/Southwest.

USDA exec in line to replace Miller at FTC

Washington—Agriculture Department general counsel Daniel Oliver is

(Continued on Page 8)

South Africa's crisis

Marketers see ad budgets crumble

By JOHN WOLFE

Johannesburg—Ray Ackerman, one of South Africa's top consumer goods marketers, puffs on his cigar while pondering a question from an American visitor. His brow is furrowed and his eyes hint of desperation.

"There's no question that we're facing a crisis of enormous magnitude," says the chairman and managing director of Pick 'n Pay, an 86-unit chain of supermarket-retail stores with about $1 billion in annual sales. "Our problems are deep and we must be careful not to let our country go down the tube."

Mr. Ackerman, who spends about $8 million a year on advertising via Hedley-Byrne, Cape Town, is not the only one worried. Other advertisers, as well as ad agency executives, say a year of bitter racial violence and economic strife sparked by South Africa's apartheid policies have left deep scars on the South African advertising and marketing industries.

It has turned a fast-growing and stable advertising market into a nightmare for many U.S. agencies and marketers with interests here.

"The events of 1976-77 were a blip compared to this," said Mike Wells, managing director of Bates Wells Advertising, in reference to the racial turmoil almost 10 years ago in Soweto. "Psychologically and economically, it was not as serious then. There's a great

A report on South Africa begins on Page 34.

deal of pessimism in the country now and a lot of people are leaving."

Two major problems facing the ad industry are a 12% general sales tax on billings for all ad agencies and the severe decline of the rand. This nation's currency has lost more than 50% of its value in the last year.

Admen say these elements have caused a ripple effect throughout the industry that has led to dwindling profits and ad budgets, increased staff layoffs and quick, "hard-sell" advertising that lacks the creativity the industry is capable of in better times. The situation also has led a handful of agencies, such as McCann-Erickson

(Continued on Page 36)

NEWSPAPER

AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

HIGHLIGHTS

R-V agencies in suspense 1
Procter & Gamble is expected to play musical chairs with the agencies of soon-to-be acquired Richardson-Vicks, despite its more relaxed stance recently on agency conflicts. Especially vulnerable are the $40 million R-V assignments at Young & Rubicam, which dropped P&G two years ago to handle a more flexible advertiser, Colgate-Palmolive.

Burger King cooking up changes 1
Burger King Corp. chairman J. Jeffrey Campbell, dissatisfied with "marginal" sales gains from recent ad campaigns and facing a crisis of confidence among his franchisees, says the chain will radically change its marketing strategy this fall.

Yessir, that's Baybry's 3
Anheuser-Busch next month will pop the cork on ar. aggressive campaign to introduce its Baybry's Champagne Cooler in western test markets. A-B's long-awaited cooler entry will be backed by two 30-second tv spots, six copy-intrusive magazine ads and a battery of 18 radio spots.

Target: Beatrice 10
Beatrice Cos.' intention to sell four of its units, combined with promising sales in the first half of the year, could bring its debt ratio back in line. The bad news for Beatrice is that such a rebound once again would make the company a ripe takeover target.

Budget takes to the air 10
Budget Rent a Car Corp. turns its attention to the leisure market this week as the company breaks its first tv campaign in more than two years. Budget will use diminutive actor Herve Villechaize in a $3 million network tv effort beginning Oct. 12.

Ward's shines up image 14
Montgomery Ward & Co., which claims "Things are changing," is poised to make a bold change in the look of its advertising. Off to a fast start with "Seven Worlds of Ward's," its version of the store-within-a-store strategy, Ward's is about to spruce up its advertising image to match the new-store concept's sleek, modern look.

Chevy turning Japanese 32
The next Japanese invasion on the West Coast will be led by Chevrolet. The General Motors division last week began an all-out push to let prospective import buyers in the West know that Japanese cars are available from an American manufacturer.

Matters of principals 40
In addition to deciding whether to strike out on their own, principals of small to medium-size agencies have to ask themselves whether to specialize, which clients to add or drop, and how to promote their agencies.

Political ads under fire 60
An internal committee of the American Assn. of Advertising Agencies is mulling whether the trade group should push for legislated changes in political advertising.

Fruit of the Loom goes distaff 62
Union Underwear Co. is beginning its first tv spot for Fruit of the Loom women's underwear as it tries to extend its brand name to other product categories. Union's fruity band of characters are absent from the 30-second tv spot. Instead, the brand is using its first animated commercial.

CORPORATE CLOSEUP

Nielsen on the attack 4
Facing one of the most serious competitive threats in its history, from London-based AGB Research, the media research group of A.C. Nielsen Co. is about to undertake a number of changes that could affect the entire company.

INTERNATIONAL

Latin diet 50
Consumer marketers are going on a "diet" in Latin America. Dozens of low-calorie food products have been launched in the last three years, and more are on the way.

Finnish ads in Moscow 51
Finnish communications company Finnav has just renewed an earlier deal with the Soviet Union, giving it the right to handle all foreign advertising on U.S.S.R. outdoor boards at sports events, for the period 1986 to 1988.

CATEGORY REVIEW

Call of the mousse 68
With sales in the mousse category expected to grow to $175 million by yearend, marketers are spinning off what has been a women's hair-styling product into men's styling and women's hair coloring.

OTHER NEWS

As industry leaders gather for the 1985 American Magazine Conference, many are echoing the rueful cry of the baseball fans whose season ended yesterday: "Wait till next year." Those attending the conference Oct. 6 to 9 at the Hyatt on Hilton Head Island, S.C., for the most part are putting 1985 behind them as a disappointment after the record-setting pace of 1984. Page 6.

Hesselbart & Mitten, Fairlawn, O., has landed the General Tire account, worth $5 million to $7 million, beating out Marschalk Co., Meldrum & Fewsmith and Wyse Advertising. Page 32.

CAMPAIGNS BREAKING

Ralston Purina, St. Louis, breaks a new tv campaign for its G.I. Joe Action Stars cereal today through Nov. 23. Gardner Advertising, St. Louis, handles (AA, July 29). Ralston also breaks a $20 million campaign for its new Almond Delight cereal with tv and coupons via freestanding insert today. Print appears in November and December issues of 12 women's service magazines. Tatham-Laird & Kudner, Chicago, handles (AA, July 15).

A couponed freestanding newspaper insert Oct. 13 kicks off the third annual Italian Dining promotion, via J. Walter Thompson USA, Chicago, sponsored by Campbell Soup Co.'s Prego Plus spaghetti sauce with meat, Kraft Inc.'s 100% Grated Parmesan cheese and Pillsbury's Soft Breadsticks. A 90-second tv spot will run Oct. 14 on "The Country Music Awards" show (AA, Aug. 12). Campbell also breaks its first national advertising for Campbell's Dry Quality Soup and Recipe Mixes today in newspapers, followed by network tv Oct. 14. Leber Katz Partners, New York, handles (AA, July 11).

RCA Consumer Electronics, Indianapolis, will distribute a $2 million freestanding co-op insert Oct. 13 in 587 newspapers comprising its "Video Showcase '86" products. The insert was produced in-house (AA, Sept. 16).

COMING THURSDAY

They range from writers and composers of the words and music you hear in tv and radio commercials to presidents and ceos of very large agencies. Some work for the nation's largest agencies and some are with small or medium-size shops. All are exceptional in one way or another and all are under 40. They are "100 of the best and brightest young people in advertising," as chosen by the editors of Advertising Age.

Special Report focuses on the creative aspects of global business-to-business marketing. Profiles of the state of the art in various countries and some of the luminaries in the field will be included.

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Vol. 56, No. 78—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except once a week the first week in January, the first week in July, the fourth week in November and the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.25 a copy on Monday, 75¢ a copy on Thursday, $55 a year, $100 two years. Add $143 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

Olympics deal has admen on guard

By ROBERT RAISSMAN

Advertisers reacted with caution to NBC-TV's winning bid for the 1988 Summer Olympic Games, wondering how the network will try to price commercial time for the games and whether the revenue-sharing aspect of the bid will be extended to advertisers.

"If they're talking about sharing, then have them share in the deficiencies," said one agency executive who declined to be identified. "If we buy at an expected rating level and it isn't met, then we should get a discount. That's sharing too, isn't it?"

Under NBC's winning bid, pegged to advertising revenues, the network guarantees the Seoul Olympic Organizing Committee

(Continued on Page 90)

New shows not solving nets' woes

By JAMES P. FORKAN

New York—With one weekly win to its credit in the embryonic fall tv season, NBC seemed to have the fewest potential weak links. ABC had the most. NBC led ABC midway through Week 2, but NBC and CBS dominated the season-to-date Nielsens through Oct. 2.

More than midway through the second week of the prime time season, there already were indications most of the three networks' problem slots of last season (and earlier, in some cases) would continue into this fall. On the other hand, each network could point to some bright spots as well.

ABC, a distant third in "pre-

(Continued on Page 90)

West Coast news

MJB brews account for Riney

MJB, San Francisco, has selected the newly christened Hal Riney & Partners, formerly Ogilvy & Mather, as the agency for its $3 million-to-$4 million account. Director of marketing Tony Adomich said the coffee company will continue to use spot tv as its primary medium, with new ads appearing in January. Liebowitz, Olshever, Vogel & Baruch/Los Angeles had been MJB's agency for 12 years. O&M's name change takes effect Dec. 1, establishing the

(Continued on Page 90)

Wine market rides 'cool' breeze

By JOHN C. MAXWELL JR.

If we were to sum up the wine industry's 1984 performance in one word, it would be "coolers."

The wine-cooler market has taken off like gangbusters. We estimate that, if it had not been for wine coolers, the U.S. wine market would have experienced close to a 3% decline in shipments. Thanks to the more-than-quadruple growth of coolers, however, the total domestic shipments reported a gain of 4%.

Imports also continued their excellent growth, up nearly 9% compared with 1983. However, if the dollar continues its current slide, the party could be over for imports, at least temporarily.

The U.S. wine industry's performance is not strictly dollar-related. One other factor may be the increasingly vocal public sentiment against the ingestion of any alcoholic beverage, be it beer, wine or liquor. With New York scheduled, as of Dec. 1, to join those states that have raised their drinking age to 21, it appears to be only a matter of time before the age is raised to 21 on a national level.

Another minor item giving the industry some problems over time is President Reagan's proposal relating to a $25-per-person cap on tax deductions for business meals. There are many cities in the U.S. where it is difficult for one to eat a business meal, particularly dinner, for less than $25. We cannot see people cutting back on their food consumption at these functions, so it may be the extra martini or the second glass of wine that is eliminated.

As noted earlier, wine coolers during 1984 achieved phenomenal success. These products fit the American population's trend toward a more moderate and a healthier life style as well as the penchant for cold and sweet drinks. Wine coolers are wine combined with equal parts citrus or other fruit juices. Coolers generally have an alcohol content of 3% to 7%, making them lower in proof than liquor or straight wine.

The lower alcoholic content obviously complements the trend toward moderate liquor consumption. This movement began with liquor, moved to light beers and has finally come to the wine industry. We believe that this trend toward moderation will continue and that coolers are here to stay. The entry of the bigger players such as E. & J. Gallo Winery and Jos. E. Seagram & Sons into the market serves to strengthen this thesis. Another piece of evidence is the recent acquisition by Brown-Forman Inc. of California Cooler, the premier wine-cooler company, which commands more than 50% of the total market and whose estimated sales passed the 7 million case mark in 1984.

While California Cooler is the dominant product in the market, there are several other formidable competitors, such as Gallo's Bartles and Jaymes. With Brown-Forman behind it, we expect California Cooler will fight hard to maintain market share. There are more than 125 products now on the market classified as coolers, and most of these are wine-based. It is estimated that in 1984 the cooler market achieved sales of nearly 35 million gals., versus 6.5 million in 1983. California marketers dominate the wine-cooler market, which partially helped offset the continued strong performance by imports in 1984. Coolers have also slowed the growth of Italian lambruscos.

The typical wine-cooler drinker appears to be a white, middle-class female in her late 20s or early 30s, who is upwardly mobile or aspires to be. Those consumers who seem most likely to switch into wine coolers from other beverages appear to be the beer and soft-drink set. One might say that this product, due to its sweet, cold and refreshing nature, appeals to the "Pepsi generation" who were raised on cold, sweet drinks. By using innovative packaging and making itself available in smaller containers, wine coolers have achieved something that the wine industry has never done before—to overcome the snobbish image and feelings of intimidation people have built up in connection with wine.

It is estimated that the cooler market will double during the next two to three years compared with 1984 shipments and will then probably settle down to an annual growth of between 4% and 6%. The one concern with regard to wine coolers is that, with the name "cooler," they may be perceived as seasonal drinks. Studies have shown that nearly two-thirds of all coolers are purchased during the spring and summer months. Some in the industry believe this product will become a year-round drink, as are beer and soft drinks, with peak consumption occurring during the summer months.

With all the wine-cooler products on the market, we have probably seen the end of the expansion phase, and the industry is now going through a shakeout.

Imports

Imports managed to grab more than one-quarter of the total domestic market, gaining 8.8% compared with 1983's shipments. France achieved the largest year-to-year gain, rising 26.3%. Spain had the second-best performance, up 12.5% compared with 1983. All of the five major importing countries achieved gains compared with 1983.

We still face a situation in the U.S. in which a good bottle of French or Italian wine occasionally can be had for less than a California vintage, but this is changing. While the dollar is declining, European countries continue to subsidize shipments of wine to the U.S. and consumption of imports could continue to increase. Because the price of imports had been low, it has taken some fancy marketing by domestic producers to get consumers to buy their product.

One of the reasons that Italian wine has done so well relates not only to price, but also to taste. For the same reason wine coolers have succeeded, they have capitalized on the American taste for chilled, sweet drinks.

Company rankings

Despite a total decline in shipments of about 1.4%, Gallo retained its No. 1 position with shipments of 142.0 million gals. in 1984. Seagram experienced a decline of 9% with its Taylor and Paul Masson brands. Heublein Inc. managed a shipment increase of more than 1.5%.

In terms of the top 10 performers, the first five rankings remained unchanged.

Franzia Bros. Winery moved from No. 9 to No. 7, while Monarch Wine Co. dropped to No. 8 and Guild Wineries & Distilleries to No. 9. Robert Mondavi Ltd. jumped from 17th to the No. 10 spot, displacing Sebastiani Inc., which fell to No. 11.

Per capita consumption

Total per capita consumption of wines (including coolers and imports) rose in 1984 to 2.55 gals., versus 2.41 gals. in 1983. In terms of categories, we estimate that about 67% of all domestic wine consumed in 1984 was the white variety, with about 16% red and the remaining 17% rosé.

Mr. Maxwell is an analyst with Furman Selz Mager Dietz & Birney, New York.

U.S. wine market: Sales and shares

Shipments of imported wines grew faster in 1983 than the domestics. [1]Both Paul Masson and Wine Spectrum now owned by Seagram. (Combined 1983 volume would rank second). [2]As of 1982, Sierra Wine Co. includes Perelli-Minetti. [3]Concannon transferred its accounts to Pacific Land & Viticulture in 1982 and re-emerged as Concannon in 1983. Figures are in millions of gallons and share of market. *Source: John C. Maxwell Jr.*

Rank 1984	Rank 1983	Company	1982 Amount	1982 Share	1983 Amount	1983 Share	1984 Amount	1984 Share	Change 1983-84
1	1	E. & J. Gallo	135.2	24.7	144.0	25.4	142.0	23.5	(1.4)
2	2	Heublein	47.5	8.7	39.5	7.0	40.1	6.6	1.5
3	3	Wine Spectrum[1]	31.6	5.8	32.0	5.7	32.6	5.4	1.9
4	4	Almaden	28.4	5.2	26.6	4.7	25.9	4.5	1.1
5	5	Canandaigua	17.6	3.2	18.9	3.3	19.5	3.2	3.2
6	6	Paul Masson[1]	15.9	2.9	17.9	3.2	17.3	2.9	(3.4)
7	9	Franzia	15.7	2.9	10.8	1.9	14.3	2.4	32.4
8	7	Monarch	12.6	2.3	12.8	2.3	13.0	2.2	1.6
9	8	Guild	10.9	2.0	11.1	2.0	10.5	1.7	(5.4)
10	17	Robert Mondavi	1.3	0.2	3.5	0.6	6.7	1.1	91.4
11	10	Sebastiani	7.2	1.3	6.5	1.1	6.0	1.0	(7.7)
12	12	Gibson	3.9	0.7	4.0	0.7	4.3	0.7	7.5
13	13	Mogen David	4.5	0.8	4.0	0.7	4.0	0.7	—
14	14	Beringer	4.1	0.7	3.8	0.7	3.8	0.6	—
15	16	Lamont	3.0	0.5	3.5	0.6	3.6	0.6	2.9
16	18	Christian Bros.	3.7	0.7	3.3	0.6	3.3	0.5	—
17	15	C. Mondavi	3.5	0.6	3.7	0.7	3.2	0.5	(13.5)
18	19	Bronco	3.3	0.6	3.3	0.6	2.9	0.5	(12.1)
19	21	Delicato	2.6	0.5	2.2	0.4	2.2	0.4	—
20	23	F. Korbel	1.5	0.3	1.8	0.3	2.1	0.3	16.7
21	20	Guimarra	2.2	0.4	2.4	0.4	1.9	0.3	(20.8)
22	22	Weibel	1.8	0.3	1.9	0.3	1.7	0.3	(10.5)
23	24	Wente	1.3	0.2	1.5	0.3	1.4	0.2	(6.7)
24	26	Sierra Wines[2]	—	—	0.7	0.1	0.9	0.1	28.6
25	25	Sonoma	1.1	0.2	1.0	0.2	0.8	0.1	(20.0)
26	28	San Martin	0.7	0.1	0.7	0.1	0.7	0.1	—
27	27	Mirassou	0.8	0.1	0.7	0.1	0.6	0.1	(14.3)
28	29	Louis Martini	0.6	0.1	0.6	0.1	0.6	0.1	—
29	30	M&H	0.5	0.1	0.5	0.1	0.6	0.1	20.0
30	32	California Growers	0.5	0.1	0.4	0.1	0.4	—	—
31	31	East-Side	1.1	0.2	0.4	0.1	0.3	—	(25.0)
32	33	Brookside	0.6	0.1	0.3	0.1	0.2	—	(33.3)
—	34	Pacific Land & Viticulture[3]	0.1	—	0.1	—	—	—	—
—	—	Concannon[3]	—	—	0.1	—	—	—	—
		Subtotal	365.3	66.7	364.5	69.0	368.4	66.5	1.1
		Other Domestic	26.7	5.2	32.6	6.2	43.6	7.9	33.7
		Total Domestic	392.0	76.2	397.1	75.2	412.0	74.3	3.7
		Imports	122.1	23.8	131.0	24.8	142.4	25.7	8.7
		Total	514.1	100.0	528.1	100.0	554.4	100.0	5.0

BPA relocates office

CHICAGO—Business Publications Audit of Circulation, New York, will relocate its central division office here Oct. 1.

The new address is 20 N. Wacker Dr., Suite 770, 60601. BPA's new Chicago telephone number is (312) 558-3606.

When your clients programs include loose-leaf binders...

then it warrants the very best.

A Peterson Case® takes you away from the ordinary.

A Peterson Case® identifies a uniquely constructed cover. It is an electronically sealed, turned edge, supported vinyl product which affords a rugged durability and exceptionally fine appearance.

Many loose-leaf manufacturers incorporate "The Peterson Case®" in their "top-of-the-line" loose-leaf binders.

Ask your usual source for a sample or write to:

VINYL CASE DIVISION
Peterson Electronic Die Co., Inc.
199 Liberty Avenue
Mineola, N.Y. 11501
516-747-3835

CATEGORY REVIEW: MOUSSE

Herd of mousse sellers stampedes market

By PAT SLOAN

NEW YORK—With mousse sales expected to grow to $175 million from $130 million by yearend, marketers are spinning off what has been a women's hair-styling product into men's styling and women's hair coloring.

Vidal Sassoon Inc., Century City, Cal., is introducing its first men's mousse, following the lead of Alberto-Culver Co., Melrose Park, Ill., which in late 1984 came out with Alberto VO5 Hair Grooming Mousse for Men.

A-C, meanwhile, has just signed race-car driver Danny Sullivan, Indianapolis 500 winner, to appear in print ads and tv commercials beginning in 1986. Bozell & Jacobs, Chicago, handles.

Sassoon, through agency Peter Rogers Associates, began a print campaign this month using celebrities as well as "real people" for its men's haircare products, which include the new mousse plus aerosol and nonaerosol hair sprays and a styling gel (AA, Aug. 19).

Speaking up for Vidal Sassoon Grooming Mousse for men is Olympic swimmer Steve Lundquist, who says, "Everything else is all wet," and a Charlotte, N.C., police officer, who calls the mousse "a secret I like to keep under my hat."

Sassoon, which brought out a women's mousse in 1984, is among the first to target men with its own product. And it is at the forefront again in the introduction of a women's mousse that both styles and imparts a temporary color change and highlighting to hair (AA, Sept. 16).

Until now, with the exception of Clairol Inc.'s Loving Care Foam Mousse, hair-coloring mousses have been sold primarily at beauty salons. But there are indications this is about to change.

Besides Sassoon's entry, which will be introduced in March, Revlon's Roux division is about to introduce a Fanciful coloring mousse. And A-C has begun marketing an Alberto-Culver Color Styling Mousse in the U.K., which A-C's competitors think eventually will be sold in the U.S. if it succeeds there.

"People will follow, but we will have been among the first in this segment," said Sassoon president Peter Wilson. While Sassoon will spend $10 million on the March introduction of its coloring mousse and gel, only $1 million has been allotted to the introductory advertising for its men's styling products.

"I don't think the men's market will explode overnight," said Mr. Wilson, but "hair styling makes sense to them. Right now, 35% of all men use a hair spray, 20% use a gel and 10% use a mousse."

A-C's Malcolm Lloyd, group vp, said his company's research showed that "men are not satisfied with existing grooming products." Mr. Wilson shares that belief and sees Sassoon's new men's line as the next generation of men's styling products that will replace established brands, such as Pittsburgh-based Beecham Products division's Brylcreem and Bristol-Myers Co.'s Vitalis. Vitalis itself, though, via Grey Advertising, this month introduced new super-hold and natural-hold hair sprays under the theme "The new neat look." A spokesman also said tv commercials, which have not been used in several years, are planned for a later date.

Neither Sassoon nor A-C has broken out sales figures for men's mousse. Salomon Brothers vp Diana Temple gauges total sales of mousse at between $100 million and $150 million for 1984 and projects a possible 30% increase in 1985 sales, "despite a decline in average prices" as a result of price-conscious competition in the form of Faberge's Aqua Net mousse, Revlon's Flex and Chicago-based

(Continued on Page 70)

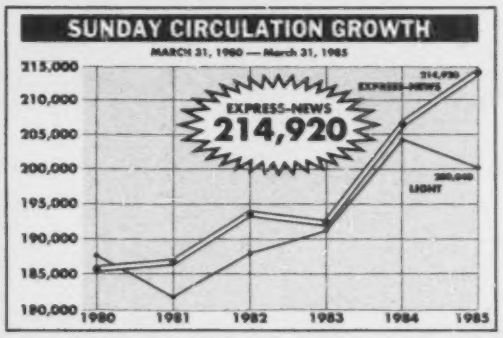
Shares of the mousse market

Source: Salomon Brothers.

Product	1983	1984	1Q 85	2Q 85
L'Oreal Free Hold	—	28.3	18.9	17.7
L'Oreal Setting Lotion	2.8	0.7	0.5	0.5
Alberto Mousse	—	19.0	14.2	14.2
Suave Mousse	—	6.2	12.7	10.5
Finesse Mousse	—	—	—	1.8
Sassoon Mousse	—	11.8	10.9	8.6
Sassoon Style Gel	—	3.6	2.7	2.6
Breck Mousse	—	1.6	6.8	6.3
Breckset Lotion	9.6	1.3	0.6	0.6
Dep	24.0	7.2	5.8	7.5
Gelle Mousse	—	2.5	4.3	3.9
Jheri Redding	—	3.9	3.4	2.3
Wella	—	0.3	3.1	1.2
Dippity-Do	30.7	5.0	2.9	2.6
Faberge Mousse	—	1.0	2.1	1.5
St. Ives Mousse	—	0.2	1.5	0.7
Get Set	6.8	0.7	0.3	0.3
Clairol Condition Mousse	—	—	0.8	2.7
Other	26.1	6.7	8.5	14.5
CHANGE IN DOLLAR VOLUME				
L'Oreal Free Hold	—	Inf	28.0	42.5
L'Oreal Setting Lotion	—	—	-11.1	9.1
Sassoon Mousse	—	—	NM	-1.3
Dippity-Do	—	—	5.4	6.1
Total	16.0	552.1	197.3	112.1

Inf - Infinity, NM - Not meaningful.

New ABC Audit Shows Express-News Strengthens Its Lead, Grows Faster Than San Antonio And South Texas...



Latest Audit Bureau of Circulations figures for the period ending March 31, 1985 (and released Aug. 3) show the Sunday Express-News continues to exceed the population growth rate of San Antonio and South Texas while the Sunday San Antonio Light is losing circulation.

The fully audited figures show the Express-News leading the Light by 14,880 on Sunday and by 32,549 daily.

The Express-News continues to be the paper of choice for the state's third largest market area.

The San Antonio ADI is home to more than 1½ million adults who earn $13.1 billion annually and spend $7.3 billion on goods and services.

Growing South Texas demands a quality and aggressive newspaper whose circulation is outpacing the area's growth. In addition, we lead the San Antonio Light in number of pages printed, volume of news presented, and in all categories of advertising. The Express-News also leads in the all-important area of upscale demographics.

SOURCES: ABC Newspapers Publisher's Statements, 6 months ending 3/31/80-3/31/85. Newspaper Publisher's Statements for 3/31/83 & 3/31/85 Special 6 month Statements audited by ABC. Calculations computed by Express-News Research Dept.

AUDIT BUREAU OF CIRCULATIONS

The March 31, 1985 Audit shows these daily figures:

EXPRESS-NEWS	LIGHT
166,943	134,394

Express-News leads the daily Light by 32,549.

Express-News

San Antonio's Quality Newspaper

Avenue E at 3rd St./P.O. Box 2171/San Antonio, Texas 78297/512-225-7411
Represented Nationally by Branham Newspaper Sales

A CATALOG OF PRODUCTS WITH DESIGN IN MIND.

SEND FOR YOUR FREE COPY TODAY.

DESIGNER TOOLS, 1227 25TH ST., DES MOINES, IA 50311

Name

Address

City State Zip

B/PAA seeks Pro Comm contestants

NEW YORK—The Business/Professional Advertising Assn. has made a call for entries for its 11th annual Pro Comm International Awards.

Entries in space advertising, direct mail, broadcast media, promotional material, annual reports, corporate identity programs and trade show exhibits are eligible. The efforts must have been directed to business or industry and published between Oct. 1, 1984, and Oct. 1, 1985.

Entry fee is $50 for B/PAA members and $65 for nonmembers; deadline is Oct. 18. Judging will take place in November.

Contestants should mail entries to B/PAA, 205 E. 42nd St., 10017.

Morton agency moves

NEW YORK—Morton Dennis Wax & Associates pr agency has moved to 1560 Broadway, 10036.

DECALS
ALL TYPES & IRON ON
Silk Screen • Litho • 4 Color
Pressure Sensitive • Water Mount
MIDWEST DECALCOMANIA CO.
Manufacturers
1100 W. Washington Chicago, IL 60607
(312) 829-0145

Mousse

(Continued from Page 68)

Helene Curtis Industries' Suave.

Despite that healthy growth curve, however, Sassoon's Mr. Wilson wonders when mousses will shake out, since he sees the popularity of mousse owing not so much to the product itself as the consumers' greater awareness of hair-styling needs and possibilities as a result of shorter and more versatile haircuts. In fact, Mr. Wilson seems more enthusiastic about long-term prospects for gels and other styling products.

"Currently, styling gels account for 25% of styling-product sales in the general market, or about $45 million to $50 million at retail, and we think that could hit $75 million at retail soon," he said.

According to Salomon Brothers figures, Sassoon ranks fourth in the mousse market, with almost a 9% dollar share (food stores), trailing L'Oreal's Free Hold, from Cosmair Inc., which has a 17.7% share, A-C with a 14.2% share and Helene Curtis' Suave with a 10.5% share.

No market-share data were available for Revlon's Flex mousse, introduced during the second quarter of this year. But Revlon also seems intent on segmenting the mousse market.

This fall, the company is introducing a Flex medicated antidandruff shampoo with a companion dandruff-control styling mousse aimed at both men and women. The products will not be supported individually, but as part of the Flex line.

Alcohol-free mousse may, in fact, be the next major spinoff for the mousse category. Marketers of these products claim they dry hair and scalp less.

Besides Revlon, Clairol has entered this segment with Condition mousse, while Sassoon says it is considering it and Minneapolis-based LaMaur Inc. is said to be planning an alcohol-free Perma Soft mousse.#

Vidal Sassoon Inc. tries the celebrity/slice-of-life approach for its men's mousse. In this ad, Olympic gold medalist Steve Lundquist claims "Everything else is all wet."

GF rebuts ABC study on barter

By VERNE GAY

General Foods Corp. has attacked an ABC-TV study on barter syndication, disputing the ABC claim that advertisers use spot tv budgets to fund their forays into barter.

In a letter sent to hundreds of stations and the three networks, Dave Braun, GF director of media and program services, said ABC's conclusions were "totally inconsistent with the facts as they relate to General Foods."

Mr. Braun added that GF's total network tv spending declined this year by 14%, while "spot cash expenditures" increased 12%. Total tv broadcast spending by GF rose 10% over 1984, Mr. Braun said. Using Leading National Advertisers data for 1984, Advertising Age estimates, based on Mr. Braun's percentage changes in spending, that in 1985 GF will spend $163.6 million in network tv, $108.4 million in cash spot tv and $43.7 million in national barter syndication.

"Our strategy is to utilize national syndication vehicles to offset escalating network television costs per thousand," Mr. Braun explained in his letter.

The Assn. of National Advertisers issued a statement Sept. 18 saying that its members funded "more than 99% of their barter syndication as an alternative to network television."

ABC, in response to GF, said, "The purpose of our presentation was to encourage stations to look closely at the more indirect effects of barter in their local market. The subject of barter's impact on spot is a very complex one and much of the controversy has been fueled by misinterpretation."

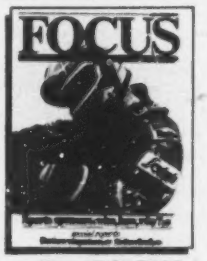
The ABC study was widely perceived as a tactic to convince affiliate stations that if they air barter syndicated programs they will abet the diversion of spot money spent directly with stations to national syndicators. The ABC study said that 66.4% of barter spending is coming from spot tv budgets (AA, Sept. 9).

In spot tv, advertisers purchase time directly from the station or its representative. In barter, the station pays nothing for the program but gives half of the commercial time or more back to the syndicator for national sale.

There has been a series of volleys among ABC, syndicators and advertisers on the origin of barter advertising funds and even the size of the barter syndication field. Syndicators claim barter this year will reach $700 million, while the networks put it at less than $400 million.

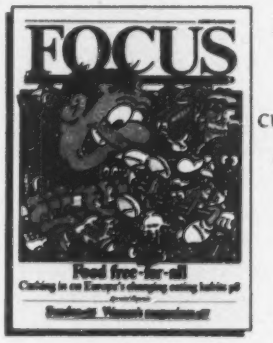
Syndicators also attacked the ABC study. Telepictures issued a heated rebuttal earlier this month (AA, Sept. 9).

The industry trade association, Advertiser Syndicated Television Assn., also lambasted the study.#



Most European countries have advertising and marketing publications which do an excellent job monitoring local developments. Some occasionally include items about Europe, or even publish a one-off, in-depth glance at Europe in the form of a special issue.

But FOCUS is different. FOCUS is the monthly magazine written for advertising and marketing professionals. Europe as a whole is their exclusive, full-time assignment.



Successful pan-European marketers need insights into complex cultural and legal concepts, and the ability to make difficult media choices. There is no simple, all-purpose, enduring formula which guarantees success. So FOCUS provides a forum where pan-European professionals find the information they need to solve their problems and do a better job.

FOCUS is based on the premise that forward-looking companies will recognize Europe as the most promising growth market of the decade, with better-than-average profit potential for those who understand the opportunities and the special marketing skills that are required.

FOCUS serves pan-European marketers. It has correspondents permanently stationed in every European country and an editorial staff of senior professional business journalists. It has access to the worldwide resources of Crain Communications and can draw on Crain's seven years of experience as publishers for pan-European marketers.

Call London 831 9681 for advertising and circulation information

Anne Hinds – northern Europe sales manager

Lionel O'Hara – advertisement manager

Mark Service – international sales development manager

Bryan Todd – publisher, advertisement director

20-22 Bedford Row, London WC1R 4EB

ABC Audited Circulation: Jan – Dec 1984 – 9,376 June 1985 – 11,050 copies June 1985 – 10,728 label count

ADVERTISING AGE'S SPOTLIGHT ON PAN-EUROPEAN MARKETING

Newspaper Advertising MRCS/SAU Inches

July 1985 vs. July 1984

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
AKRON, OH				
Beacon Journal (E)	86.684	21.095	86.931	26.122
Beacon Journal (S)	52.772	12.075	70.119	12.051
Grand Total	139.456	33.170	157.050	38.173
NOTE: Part run figures supplied by publisher to Media Records.				
ATLANTA, GA				
Constitution (M)	163.340	36.780	141.813	29.886
Journal (E)	177.067	43.275	147.410	31.943
Journal & Constitution (S)	107.603	41.068	133.861	56.129
Journal & Constitution (Sat)	37.235	——	33.471	——
Grand Total	485.245	121.123	456.355	117.958
NOTE: Constitution Morning and Journal Evening published five days a week only.				
BALTIMORE, MD				
News-American (S)	30.751	5.010	34.480	684
News-American (E)	36.323	7.121	37.719	4.074
Sun (M)	105.714	1.689	90.551	3.256
Sun (E)	86.782	1.689	72.259	3.490
Sun (S)	114.713	16.907	136.178	16.822
Grand Total	374.283	32.416	371.187	28.326
BERGEN COUNTY, NJ				
Record (F)	131.264	25.594	114.771	20.442
Record (S)	96.179	15.643	119.656	22.749
Grand Total	227.443	41.237	234.427	43.191
NOTE: Record Evening published five days a week only.				
BOSTON, MA				
Herald (M)	43.429	——	36.141	——
Herald (S)	14.120	17.147	13.478	18.352
Globe (M)	112.577	6.767	108.674	6.101
Globe (S)	129.011	14.150	163.616	11.543
Grand Total	299.137	38.064	321.909	35.996
BUFFALO, NY				
News (AD)	99.157	21.145	94.990	23.246
News (S)	41.964	20.834	45.660	27.232
Grand Total	141.121	41.979	140.650	50.478
CAMDEN, NJ				
Courier-Post (E)	100.927	13.775	93.950	14.722
Courier-Post (S)	46.443	2.230	53.636	3.751
Grand Total	147.370	16.005	147.586	18.473
CHARLOTTE, NC				
News (E)	68.538	——	63.072	——
Observer (M)	113.286	——	97.836	——
Observer (S)	55.447	——	67.141	——
Grand Total	237.271	——	228.049	——
NOTE: News Evening published five days a week only. Part run figures not available.				
CHICAGO, IL				
Sun-Times (M)	114.571	77.135	110.157	46.154
Sun-Times (S)	43.438	23.068	54.712	31.185
*Tribune (AD)	137.079	211.237	145.138	204.724
*Tribune (S)	131.916	80.138	125.087	86.239
NOTE: Tribune figures supplied by publisher to Media Records. 1985 figures represent advertising for 7/1/85 through 8/4/85. Due to strike conditions effective July 20, 1985, the Tribune experienced a reduction in full run advertising and a suspension or reduction in part run distribution.				
CINCINNATI, OH				
Enquirer (M)	143.645	8.123	138.176	8.171
Enquirer (S)	91.313	6.672	109.442	7.779
Post (E)	68.402	17.674	59.892	10.693
Grand Total	303.360	32.469	307.510	26.643
CLEVELAND, OH				
Plain Dealer (M)	121.720	29.422	123.031	20.530
Plain Dealer (S)	81.563	5.499	94.634	5.379
Grand Total	203.283	34.921	217.665	25.909
DALLAS, TX				
News (M)	283.586	11.956	289.614	11.247
News (S)	150.830	5.995	191.966	9.137
Times-Herald (AD)	239.170	23.509	251.639	12.870
Times-Herald (S)	111.124	7.429	147.650	39.209
Grand Total	784.710	49.889	880.869	83.463
DENVER, CO				
Rocky Mt. News (M)	268.611	——	274.442	966
Rocky Mt. News (S)	75.662	1.441	87.657	——
Post (M)	174.112	5.353	159.136	8.976
Post (S)	92.561	3.193	129.988	4.184
Grand Total	610.946	9.987	651.223	14.126
DETROIT, MI				
Free Press (M)	93.498	27.602	83.192	35.660
Free Press (S)	34.243	20.902	42.399	14.850
News (AD)	142.078	38.562	112.688	24.356
News (S)	76.806	18.345	92.545	16.913
Grand Total	346.625	105.411	330.824	91.779
FORT LAUDERDALE, FL				
News & Sun Sentinel (S)	83.507	——	110.315	——
Sun Sentinel (M)	243.798	——	262.874	——
Grand Total	327.305	——	373.189	——
NOTE: Part run figures not available. Morning figures include the Saturday Edition.				

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
FORT WAYNE, IN				
Journal Gazette (M)	76.804	——	66.736	——
Journal Gazette (S)	51.453	——	54.032	——
News Sentinel (E)	87.692	——	81.778	——
Grand Total	215.949	——	202.539	——
NOTE: Part run figures not available.				
GREENWICH/STAMFORD, CT				
Time (E)	66.734	——	68.081	——
Time (S)	33.124	——	37.061	——
Advocate (E)	84.616	163	83.336	——
Advocate (S)	36.258	——	38.076	——
Grand Total	220.732	163	226.554	——
HARTFORD, CT				
Courant (M)	115.585	29.424	108.144	27.866
Courant (S)	69.350	88.697	80.340	115.520
Grand Total	184.915	118.121	188.484	143.386
HONOLULU, HI				
Advertiser (M)	119.903	——	113.571	——
Star-Bulletin (E)	115.204	——	112.212	——
Star-Bulletin & Advertiser (S)	66.528	——	80.445	——
Grand Total	301.635	——	306.228	——
HOUSTON, TX				
Chronicle (AD)	265.036	31.661	307.479	27.119
Chronicle (S)	107.103	18.990	152.224	27.853
Post (M)	163.287	31.396	181.332	24.330
Post (S)	60.996	16.524	76.858	28.537
Grand Total	596.422	98.571	717.893	107.839
LONG BEACH, CA				
Press Telegram (M)	89.677	——	91.530	——
Press Telegram (S)	42.159	——	58.036	——
Grand Total	131.836	——	149.566	——
NOTE: Part run figures not available.				
LONG ISLAND, NY				
Newsday (E)	162.288	38.969	140.293	36.333
Newsday (S)	75.124	48.594	85.076	55.293
Grand Total	237.412	87.563	225.369	91.626
LOS ANGELES, CA				
Times (M)	263.754	262.808	269.592	207.317
Times (S)	145.196	88.345	201.267	95.453
Herald-Examiner (M)	62.285	12.390	48.294	15.686
Herald-Examiner (S)	11.640	4.466	16.286	6.580
Grand Total	482.875	368.009	535.439	325.036
LOS ANGELES/SAN FERNANDO VALLEY, CA				
News (M)	188.884	36.371	169.354	19.428
News (S)	66.559	2.906	81.944	2.033
Grand Total	255.443	39.277	251.298	21.461
***LOS ANGELES/TORRANCE, CA**				
Breeze (E & S)	190.622	——	182.069	——
Grand Total	190.622	——	182.069	——
NOTE: Figures supplied by publisher to Media Records.				
***LOUISVILLE, KY**				
Courier Journal (M)	91.835	37.429	85.140	33.052
Courier Journal (S)	54.962	42.436	66.934	51.600
Times (E)	86.838	59.472	84.736	46.723
Grand Total	233.635	139.337	236.810	131.375
NOTE: Figures supplied by publisher to Media Records.				
MIAMI, FL				
Herald (M)	139.936	——	152.363	——
Herald (S)	72.284	——	94.579	——
News (E)	57.296	——	62.072	——
Grand Total	269.516	——	309.014	——
NOTE: Part run figures not available.				
MINNEAPOLIS, MN				
Star & Tribune (AD)	97.746	19.903	87.942	22.615
Star & Tribune (S)	106.851	1.237	131.950	1.483
Star & Tribune (Sat)	20.087	——	19.784	——
Grand Total	224.684	21.040	239.676	24.096
***NASHVILLE, TN**				
Banner (E)	109.023	——	90.044	——
Tennessean (M)	106.013	——	90.867	——
Tennessean (S)	71.029	——	72.648	——
Grand Total	286.065	——	253.559	——
NOTE: 1985 figures supplied by publisher to Media Records.				
NEW BRUNSWICK, NJ				
Home News (E)	80.945	493	——	——
Home News (Sun)	52.792	1.039	——	——
Grand Total	133.737	1.532	——	——
NOTE: 1984 figures not available.				

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
NEW YORK, NY				
Times (M)	123.922	15.197	116.009	15.689
Times (S)	133.615	57.171	163.783	75.293
News (M)	50.898	97.475	52.282	79.290
News (S)	27.620	51.728	30.835	62.325
Post (AD)	52.220	1.360	49.987	——
Grand Total	388.275	222.931	412.896	232.597
NEWARK, NJ				
Star Ledger (M)	187.247	5.780	160.514	5.125
Star Ledger (S)	128.017	12.703	153.889	20.993
Grand Total	315.264	18.483	314.403	26.118
OAKLAND, CA				
Tribune (M)	84.910	58.350	81.718	26.232
Tribune (S)	36.530	24.704	49.767	23.465
Grand Total	121.440	83.054	131.485	49.697
OCEANSIDE, CA				
Blade-Tribune (E)	86.842	6.212	——	——
Blade-Tribune (S)	36.397	658	——	——
Grand Total	123.239	6.870	——	——
NOTE: 1984 figures not available.				
ORANGE COUNTY, CA				
Register (AD)	291.829	88.721	254.246	64.603
Register (S)	109.998	3.187	138.126	3.049
Grand Total	401.827	91.908	392.372	67.652
PHILADELPHIA, PA				
Inquirer (M)	133.183	37.262	122.766	35.317
Inquirer (S)	101.838	20.593	118.211	25.120
News (E)	68.603	1.447	85.083	5.114
Grand Total	303.624	59.302	306.060	65.551
***PHOENIX, AZ**				
Arizona Republic (M)	211.875	7.653	216.903	4.429
Arizona Republic (S)	121.709	——	124.982	——
Gazette (E)	203.065	7.940	210.943	4.528
Grand Total	536.649	15.593	552.828	8.957
NOTE: Figures supplied by publisher to Media Records.				
ROCHESTER, NY				
Democrat & Chronicle (M)	86.957	12.124	78.079	9.912
Democrat & Chronicle (S)	53.284	15.460	68.645	14.130
Times Union (E)	76.956	14.706	72.238	13.798
Grand Total	217.197	42.290	218.962	37.840
NOTE: Times Union Evening published five days a week only.				
SACRAMENTO, CA				
Bee (M)	206.036	20.562	196.396	12.630
Bee (S)	85.431	11.349	107.715	2.944
Grand Total	291.467	31.911	304.111	15.574
***ST. LOUIS, MO**				
Post Dispatch (M)	85.308	31.303	84.598	27.255
Post Dispatch (S)	88.082	——	111.178	——
Grand Total	173.390	31.303	195.776	27.255
NOTE: Figures supplied by publisher to Media Records.				
ST. PAUL, MN				
Pioneer Press Dispatch (AD)	84.482	——	69.759	——
Pioneer Press Dispatch (S)	77.982	——	93.994	——
Press (E)	——	——	74.014	——
Grand Total	162.464	——	237.767	——
NOTE: Part run figures not available. Pioneer Press Morning and Dispatch Evening combined to one edition. Pioneer Press Dispatch All Day effective January 2, 1985. The Pioneer Press Morning activity is shown in the Pioneer Press Dispatch All Day listing. Pioneer Press Sunday changed to Pioneer Press Dispatch Sunday effective January 5, 1985. Prior to January 2, 1985, Pioneer Press Morning and Dispatch Evening had a combined Saturday edition with the activity shown only in the Dispatch Evening.				
SAN ANTONIO, TX				
Express-News (AD)	132.941	14.096	114.543	22.368
Express-News (S)	76.447	13.223	91.503	20.776
Express-News (Sat)	39.203	——	39.902	——
News (E)	——	——	107.306	11.983
Light (AD)	135.055	26.390	108.975	28.150
Light (S)	74.102	13.808	85.840	26.367
Light (Sat)	33.209	——	30.604	——
Grand Total	490.957	67.517	578.673	109.644
NOTE: Express Morning and News Evening combined to one edition, Express News All Day effective September 10, 1984. The Express Morning activity is shown in the Express News All Day listing. Prior to September 10, 1984, Express Morning and News Evening published five days a week only.				
Light All Day published five days a week only. Light Evening changed to Light All Day effective January 1985.				
SAN DIEGO, CA				
Union (M)	206.968	16.295	184.013	10.354
Union (S)	104.371	——	124.473	——
Tribune (E)	220.697	18.973	190.088	10.877
Grand Total	532.036	35.268	498.574	21.231
SAN FRANCISCO, CA				
Chronicle (M)	128.487	96.298	118.625	51.720
Examiner (E)	127.018	55.450	116.597	54.753
Examiner & Chronicle (S)	66.212	26.901	80.584	26.894
Grand Total	321.717	138.647	316.106	133.367

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
SAN JOSE, CA				
Mercury News (AD)	277.877	33.840	275.044	24.890
Mercury News (S)	120.058	——	148.539	——
Grand Total	397.935	33.840	423.583	24.890
SHREVEPORT, LA				
Journal (E)	88.088	5.960	73.337	5.823
Times (M)	108.650	19.701	95.091	12.053
Times (S)	57.219	2.425	69.375	9.571
Grand Total	253.957	27.106	237.803	27.447
***STATE COLLEGE, PA**				
Centre Times (E)	70.570	3.252	63.323	2.846
Centre Times (S)	27.434	1.084	33.758	271
Grand Total	98.004	4.336	97.081	3.117
NOTE: Figures supplied by publisher to Media Records.				
SYRACUSE, NY				
Herald Journal (E)	79.255	31.567	75.879	20.179
Herald American (S)	39.581	24.490	53.220	24.327
Post-Standard (M)	71.156	30.587	63.836	20.412
Grand Total	189.992	86.662	192.935	64.918
***TAMPA, FL**				
Tribune (AD&S)	258.562	67.583	290.569	61.282
Grand Total	258.562	67.583	290.569	61.282
NOTE: Figures supplied by publisher to Media Records.				
***TOLEDO, OH**				
Blade (E)	82.428	——	81.413	——
Blade (S)	72.382	——	82.697	——
Grand Total	154.810	——	164.110	——
NOTE: Figures supplied by publisher to Media Records.				
WASHINGTON, DC				
Post (M)	240.421	38.398	227.952	27.474
Post (S)	128.319	13.332	145.009	28.462
Grand Total	368.740	51.730	372.961	55.936
Alexandria Journal (M)	58.957	——	42.686	341
Prince George's Journal (M)	56.318	522	37.810	——
Montgomery Journal (M)	54.120	486	38.146	181
Fairfax Journal (M)	59.727	777	43.999	809
Arlington Journal (M)	59.285	——	43.491	522
NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.				
***WEST PALM BEACH, FL**				
Post (M)	182.631	37.879	161.419	28.685
Times (E)	158.723	1.097	127.967	3.544
Post (S)	98.734	10.293	120.942	13.459
Grand Total	439.588	49.269	410.328	45.688
NOTE: Figures supplied by publisher to Media Records. Times Evening published five days a week only.				
WESTCHESTER ROCKLAND, NY				
Reporter Dispatch (E)	64.846	6.424	61.225	12.825
Reporter Dispatch (S)	45.432	12.643	55.508	12.749
Grand Total	109.878	19.067	116.733	25.574
WICHITA, KS				
Eagle-Beacon (M)	107.838	——	105.762	——
Eagle-Beacon (S)	59.742	——	68.219	——
Grand Total	167.580	——	173.981	——
NOTE: Part run figures not available.				

Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service, Total Advertising data shown has been supplied by the publisher to Media Records and included in this compilation. All publisher supplied figures are converted to MRCS/SAU inches by Media Records. These newspapers are indicated with an asterisk (*).

REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page.....
   Width and Depth in Inches.
2. Determine Square Inches of Page.....
   Multiply Width by Depth Inches.
3. Determine the Number of SAU Inches of Page.....
   Divide the Square Inches by 2.0625 (SAU Inches).
4. Measure the Total Lines of the Page.....
   Multiply Column Depth Agate Lines by the Number of Columns on the Page.
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches.....
   Divide the Total Lines of Page by the Number of MRCS/SAU Inches of the Page.

P&G-Vicks

(Continued from Page 1)

product. Now that Y&R directs some $120 million worth of Colgate business worldwide, Y&R's $40 million R-V business, which also includes Vicks Formula 44-D cough syrup and Tempo antacid, pales in size.

Y&R had no comment on the effects of this deal on its assignments, but president-ceo Alex Kroll told employes in an internal memo last Friday he is not concerned with megamerger mania as long as the agency holds to its task of being the best at helping build a client's business with creative ideas.

There are signs that P&G is taking a more relaxed view toward agency conflicts. Before the proposed acquisition of Richardson-Vicks, P&G had chosen to overlook the over-the-counter drugs that P&G agency D'Arcy Masius Benton & Bowles handled for R-V, including Vicks NyQuil and Day-Care cold medicines, Sinex sinus remedy, Cremacoat cough medicines, Vicks cough drops and Clearasil acne medicine.

Since DMB&B also has some P&G drugs, such as Pepto-Bismol stomach remedy and Norwich aspirin, traditionally the relationship would not have been condoned.

P&G's longstanding policy states that a conflict exists when an agency handles any product anywhere that might compete with any brand in the P&G division of the assigned product.

The policy is "designed to keep agencies from ending up in a compromising position," P&G officials said. But they would not elaborate.

Besides Y&R, R-V's other major shop is DMB&B. Since P&G has already overlooked a previous apparent R-V/P&G conflict at DMB&B, that relationship should be secure. The big question lies in what will happen to agencies that handle smaller pieces of R-V business: Slater, Hanft, Martin (Percogesic analgesic, Formby's furniture refinishing products), Carrafiello-Diehl & Associates (Fasteeth, Fixodent, Complete, Denquel oral healthcare products), Leber Katz Partners (Saxon aftershave, Pantene haircare products) and Peter Rogers Associates (Vidal Sassoon haircare line).

Only last May, P&G went outside its familiar fold, assigning Zest soap to Jordan, Case, Taylor & McGrath. But agencies that had come with other P&G acquisitions in the past have gradually been dropped and brands consolidated at shops already on P&G's roster.

In announcing a definitive merger agreement, Cincinnati-based P&G said R-V would maintain its headquarters in Wilton, Conn., and operate as a wholly owned subsidiary. When P&G bought the Norwich-Eaton pharmaceutical business in 1982 (from, at that time, Morton-Norwich), the company said it planned no immediate changes. But most of those operations have been consolidated.

P&G scored extra points in proving it is a revitalized marketing machine by emerging as the surprise winner in the R-V winner-take-all sweepstakes. But the mode of growth—acquisition vs. internal development—is new to this company that for years prided itself on its internal-development capabilities. While P&G in the past has acquired small companies and then turned their brands into major products, it has never made an acquisition near the size of R-V.

In offering $69 a share for Richardson-Vicks, which had been fighting a hostile takeover attempt by Unilever N.V., P&G is not intensifying to any great degree the bitter marketplace rivalry between it and its two traditional U.S. competitors—Colgate-Palmolive and Unilever's Lever Bros., both New York.

Instead, the $1.55 billion acquisition already approved by both boards, will put P&G up against the likes of Gillette, Noxell, Helene Curtis, Chesebrough-Pond's, SmithKline Beckman, American Home Products—even Burroughs Wellcome.

But the bidding war that erupted when R-V sought a partner other than Unilever did pit the household products company then against its two traditional rivals as well as other interested parties.

Unilever bowed out gracefully with a $60-per-share high bid, congratulating the winner but noting that the price exceeded the value of the business to Unilever.

Colgate-Palmolive, another prospective purchaser, pulled out when its board refused to support chairman Reuben Mark's bid of $70 a share because it would weaken the company's financial standing.

Analysts generally approved the R-V buy despite the price tag that some considered high.

Hugh Zurkuhlen, an analyst at Salomon Bros., said, "The buyout of R-V is a good fit, both product-wise and debtwise. R-V and P&G have synergies in distribution and marketing channels, which will be helpful to both companies. It appears, given P&G's [uneven] success in new products, that it's easier to acquire existing products with name recognition" and market them heavily.

Commented Jay Freedman, analyst at Kidder, Peabody, "Conceptually the merger is positive. It will give P&G exposure in businesses they've been trying to build, an entree into skincare and nutrition, plus more products in areas where they are already strong, like Vidal Sassoon's haircare products."

R-V will do much to expand P&G's struggling pharmaceutical business, an area P&G has selected for major investment, but where its marketing muscle has not won any awards. Its best known otc is Pepto-Bismol, but P&G has had high hopes for Encaprin analgesic, Head & Chest cold remedy and Chloraseptic sore-throat remedies.

Before the opportunity with R-V arose, P&G was known to be interested in the G.D. Searle & Co. consumer products business now owned by Monsanto: Metamucil and Prompt laxatives. Dramamine antinauseant, Icy Hot analgesic balm and Equal sugar substitute.

Mr. Freedman believes P&G "could and probably will continue" its efforts to buy those.#

Also contributing to this story were reporters Julie Franz and Laurie Freeman in Chicago.

A client conflict? Young & Rubicam, a major Colgate agency, handles these Richardson-Vicks brands, soon to be part of P&G.

GF staff fear: Where PM smokes, they're fired

New York—The proposed $5.8 billion acquisition of General Foods by Philip Morris Inc. has many GF staffers on edge.

"Morale is low," said one GF insider. "People are nervous."

Among their concerns are rumors that GF will speed up planned across-the-board staff cuts, said to be as high as 20%—although GF denied that figure. The cuts had been expected to unfold over a longer period of time.

Similar rumors are circulating in PM's executive suite.

PM, in documents sent to GF shareholders, said it does not plan to sell off any GF operations.

A spokesman for White Plains, N.Y.-based GF said it has been tightening up for some time.

"We have had an ongoing effort to reduce overtime and examine administrative costs," he said. "It is absolutely untrue that we are reducing staff by 20%."

In the meantime, a half-dozen agency executives are nervously eyeing potential account conflicts and wondering whether megamergers are forcing a redefinition of the traditional agency/client relationship.

Even without improved productivity in the GF unit, some analysts already are predicting that PM's earnings growth will suffer little if at all after GF is absorbed.

"I'm not as upset with the acquisition as I gather some people are," said Diana Temple, tobacco-industry analyst for Salomon Brothers in New York. "I think it's a positive for PM because it diversifies its earnings base."

Ms. Temple believes PM can maintain its operating earnings growth at its present 16% to 17% level and increase earnings per share from the present $10.50 to up to $12. "If General Foods just grows about 10% at the operating level, it [would translate into] very strong growth at Philip Morris."

PM had to make an acquisition, a big acquisition, analysts believe. The specter of product-liability suits now being heard in several courtrooms around the country has worried tobacco executives, most notably those at PM, which is the least diversified of the major tobacco marketers. Only 8% of PM's operating income was from nontobacco sources. After the GF merger, 24% of operating earnings will come from nontobacco businesses, including GF, Miller Brewing and Seven-Up Co.

As for the agencies, PM is offering neither words of encouragement nor enlightenment. It isn't talking about agency conflicts.

However, there are several potentially explosive situations in the PM/GF agency stable, among them D'Arcy Masius Benton & Bowles, which, besides GF business, handles Miller archrival Anheuser-Busch; Leo Burnett USA, a major PM USA agency that also handles GF's Post unit's competitor, Kellogg Co.; Ogilvy & Mather, which is Brown & Williamson Tobacco Co.'s agency of record for media as well as its agency on several brands; Ted Bates, a GF agency that handles A-B's Michelob and also owns William Esty Co., the second-largest agency on RJR's roster; Young & Rubicam, a GF agency that handles several products for PM's rival, R.J. Reynolds Industries, including Kentucky Fried Chicken, Canada Dry and Heublein products, and Grey Advertising, which handles special assignments for Lorillard.

One agency executive familiar with the tobacco business said, "You won't see a bloodbath quickly, but there certainly will be changes down the road as a result of the merger. You will probably see a lot of statesmanship on the part of the tobacco companies." But, he added, "I think it's the tobacco conflicts that count."#

BK review

(Continued from Page 1)

dressed down BK's recent marketing strategy for its lack of focus and continuity, particularly during the last six months. While individual programs generated some excitement, the company's ad messages, including ads for last summer's rollout of a larger Whopper sandwich—have failed to project a consistent image for consumers, Mr. Campbell said.

"The competitive pressures are so great in this industry that you can't afford to go 18 to 24 months without consciously articulating to people what your over-all purpose is," Mr. Campbell said.

Despite McDonald's steady increases in ad spending, which threaten to blunt BK's ads even more, Mr. Campbell believes sharply focused messages will get BK awareness. He pointed out that despite a $30 million blitz to support the new Whopper, that campaign primarily appealed to existing Whopper eaters and failed to attract new customers.

(Advertising Age, in its latest monthly adWatch survey [AA, Sept. 30], found that Burger King's $30 million July Whopper campaign resulted in a 3.6 percentage point awareness increase compared with June, to 19%. That was a far cry from the 16% gain BK made with its first "broil vs. fry" campaign in October, 1982. When the new Whopper campaign ended, BK's awareness level dropped 5.6%, to 13.4%.)

Mr. Campbell attributed the early success of BK's comparative "Battle of the burgers" approach in 1982-83 to its ability to clearly state the chain's positioning. Followup campaigns based on menu items—such as one last spring for double hamburgers—hammered away at the broiling vs. frying question with less effectiveness, he said.

"There's never going to be the kind of surge from a short-term marketing event that you can get by actually taking people through your whole business in a campaign," Mr. Campbell said.

BK's way of doing business is likely to change rapidly during the next year as Mr. Campbell attempts to introduce more full-service restaurant amenities into the burger chain's operation. BK parent Pillsbury Co. this year has acquired Diversifoods Inc.'s Godfather's Pizza chain and Quick Wok, a Japanese chain. And Mr. Campbell, who heads Minneapolis-based Pillsbury's restaurant operations as exec vp, says he plans to borrow heavily from those concepts in a drive to upgrade BK's image.

Improvements in restaurant decor (less plastic, more flowers and greenery) and more value-added services, including free soft-drink refill dispensers (AA, Sept. 19), are part of his plan to upgrade BK's image. Consistently speedier, more courteous service than Big Mac also is a goal that is likely to find its way into the marketing strategy, Mr. Campbell said.

As he sees it, the rapid maturity of the business will mean market share battles will hinge on other factors besides who has the biggest or best-tasting burger.

"To avoid becoming the Howard Johnson's of 1995, we're going to have to operate more like a restaurant and less like a factory," Mr. Campbell said. "The ultimate success of our business will be how much quality we can put into each customer visit. There's a lot of room for improvement there, both in our operations and marketing."

To oversee these changes, Mr. Campbell is depending on Jay Darling, who was named president, Burger King USA, earlier this year. With Mr. Dempsey's departure, Mr. Darling has assumed day-to-day responsibility for marketing. Mr. Dempsey could not be reached for comment.

Mr. Campbell asserted that BK's marketing shakeup will have no effect on the company's relationship with J. Walter Thompson USA, New York.

"I'm very satisfied with Thompson. On balance, my confidence in them has never wavered," Mr. Campbell said.

However, one indication of the sweeping changes planned by Burger King is the active participation these days of Thompson exec vp-general manager Steve Bowen, who headed the now $125 million account during the inception of the "Battle of the burgers." JWT's first new creative featuring the repositioning is set for November.#

Baybry's

(Continued from Page 3)

field's birthday, East Coast Black Out Day and the anniversary of New York's Holland Tunnel).

Bloom Agency chairman Paul McMahon said the campaign strategy is to help people find everyday occasions for celebration.

Baybry's is the first cooler with a champagne base. The champagne is being supplied through an agreement with Franzia Brothers Winery, Ripon, Cal., which markets its own wines and champanges under the Franzia and Mogen David names. Baybry's is packaged to resemble a half-bottle of champagne, and is targeted to consumers from minimum drinking age to mid-40s, Mr. McMahon said.

The initial wave of tv and radio ads, all of which depict a variety of humorous reasons to celebrate, are only the beginning. Mr. Price said he hopes anticipating the next occasion to be spotlighted will be a sort of game for consumers.

Bloom's creative team was led by associate creative director Richard Schiera and art directors Don Fields and Marion Johnson. Music was created and the singing talent assembled by Richard Look, Look & Co., New York, along with Bloom's Mr. Schiera and Heidi Beckerman. The account team includes Mr. Price, along with vp-management supervisor Alan Armstrong, senior vp-media Charlotte Wenberger, vp-director of planning Jim Rienstra and group media director Beverly Leidee.#